



TAEP Producer Diversification Program

Agritourism Criteria

For Fiscal Year 2011 – 2012

Program Criteria:

- This information is current as of **March 15, 2011** and is a supplement to the TAEP 2011 Application and Guidelines.
- ***What is Agritourism?*** For the purposes of TAEP, an Agritourism operation offers on-the-farm experiences incorporating or relating to production agriculture and aimed at increasing profitability of the operation.
 - Farm activities (fee-fishing, pick your own)
 - Farm education (tours of production agriculture)
 - Farm fun (corn maze, hayrides)
 - Farm purchases (retail sales of farm's agricultural products)
- **Producers** are eligible for the following cost share percentages for qualified expenses:
 - **Standard** - 35% cost share up to a maximum of \$10,000.
 - **Priority** - 50% cost share up to a maximum of \$15,000 for producers meeting special requirements for select items.
- The proposed activity must encompass **quality expansion** or **improvement** of the applicant's farm and business. Eligible categories include:
 - Farm Infrastructure
 - Specialty Equipment
 - Marketing

Competitive Projects – Agritourism:

Emphasis is given to projects that focus on long term public use considerations that increase opportunities for profitability. Marketing projects that are long term in nature are also encouraged to enhance outreach of the farm to the public.

Priority Cost Share – Special Requirements for 50% Cost Share:

Who is eligible?

The applicant must have attended **(2)** events from the list below prior to reimbursement deadline. One event **MUST** be an Agritourism Conference or Direct Marketing Sense Course.

- Agritourism Conference
 - January 2009 – Chattanooga Marriott – Chattanooga, TN
 - January 2010 – Nashville Airport Marriott – Nashville, TN
 - January 2012 – Nashville Airport Marriott – Nashville, TN
- Center for Profitable Agriculture – Direct Marketing Sense Course
 - October 14, 2010 – Spring Hill, TN
 - October 28, 2010 – Spring Hill, TN
 - December 1, 2010 – White Pine, TN
 - December 2, 2010 – White Pine, TN
 - 2011-2012 – TBD
- TDA Agritourism Workshop - Marketing with Social Media
 - August 12, 2009 – Jackson, TN
 - August 13, 2009 – Nashville, TN
 - August 14, 2009 – White Pine, TN
- Center for Profitable Agriculture – Direct Farm Marketing for Success IV: “Tools for Marketing on the Web” Workshop
 - February 24, 2011 – White Pine, TN
 - March 8, 2011 – Jackson, TN
 - March 9, 2011 – Nashville, TN
 - March 10, 2011 – Cookeville, TN
 - April 1, 2011 – Monteagle, TN
- Center for Profitable Agriculture – Agritourism Bus Tour (2009, 2010, 2011 TBD)
- Center for Profitable Agriculture – Market Ready Workshop
 - December 4, 2010 – Nashville, TN

What items are eligible for the 50% priority cost share?

- Brochures
- Hand washing stations
- Handicap accessible areas
- Lighting – *public areas*
- Maps – *directional for customers*
- Parking areas – *gravel or pavement*
- Pavilions – *educational*
- Public address (PA) systems
- Restroom facilities
- Retail shelters
- Safe way areas
- Signs
- Web site development

What items are eligible for the 35% standard cost share?

All of the items listed above (under priority cost share) are eligible for 35% if the applicant does not meet the special requirements for priority cost share. In addition, other examples of eligible items are listed below. Producers may also qualify for items in other industry sectors of Producer Diversification.

Advertising -	Goat ramp *	Sprayer
- billboard	Greenhouse – structure	Tables
- internet	Hayride wagon *	Tents
- newsprint	Irrigation system	Fruit stock
- radio	Mulch layer/lifter	- blackberries
- television	Row covers	- blueberries
Cash Register Items	Scale – <i>fruit/produce</i>	- raspberries
DVD - <i>educational</i>	Seating *	- apples
Fertilizer equipment	Sink – <i>fruit/produce</i>	- etc.
Fishing platform *	Spray equipment	Walk-in cooler/freezer

* Denotes items only eligible for Agritourism operations and only available for 35% cost share.

What are some items that are ineligible for cost share?

Arena – <i>livestock</i>	Building – <i>show facility</i>	Drip tape
ATV	Chemicals	Driveways
Barn – <i>livestock, storage</i>	Computer	Electrical service
Bed & Breakfast projects	Concession stands	Fees – <i>membership, hosting, domain</i>
Building – <i>storage</i>	Containers - <i>bottles, pots</i>	

Fencing	Merchandise	Seeds – <i>produce, nursery, flowers, etc</i>
Fertilizer	Motorized vehicles	Software
Forklift	Motorized amusement rides	Store – <i>for resale of goods</i>
Fuel	Mower	Tractor
Give-a-way items	Office equipment	Trade show expenses
Golf Cart	Permits	Trailers – <i>livestock</i>
Labor – <i>applicant or employees of applicant</i>	Pesticides	Used equipment
Landscaping	Ponds – <i>digging of for a water source</i>	Water source creation – <i>ponds/wells</i>
Land – <i>clearing of</i>	Product development	Website – <i>annual or hosting fees</i>
Livestock	Property – <i>purchase or debt payment</i>	Wells – <i>drilling of</i>
Maintenance of existing structures	Renovations of existing structures	
Meeting expenses		

Regulatory Reminder:

Producers must meet all state and local regulatory requirements to be eligible for cost share reimbursement.

Contact:

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- Check for updates at <http://www.TN.gov/agriculture/enhancement> or 1-800-342-8206